



PARKS & RECREATION DEPARTMENT
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TO: Members of the Parks & Recreation Board

FROM: Michelle Zelrick, Fitness Program Supervisor

CC: Rick Wieland, Director of Parks & Recreation
 Marcy Jones, Recreation Services Manager

DATE: May 10, 2010

RE: Monthly Report on the Registration, Participation and Revenue of the Fitness Programs

The Fitness Division is offering new programs to stay current with industry standards and help members reach their fitness goals. A total of 267 Group Fitness classes were offered in the month of April. Group fitness member participation increased 15% in April 2010 from 2009. We are seeing revenue increases in fee for service classes and a slight decrease in private personal training due to the increased popularity of fee for service classes and group personal training.

FAC Fitness Programs Attendance & Revenue				
	FY09		FY10	
Boot Camp Fitness	50	\$7168	36	\$5479
Combat Club	9	\$703	15	\$1010
Extreme Fat Loss Circuit	9	\$1706	22	\$4040
Game Day	0	\$0	1	\$49
Men of Valor	19	\$3542	10	\$1884
Home School Fitness	0	\$0	25	\$860
Kids Fitness Made Fun	16	\$1444	10	1100
Zumba	7	\$414	25	\$1356
Revive Inside	9	\$3375	n/a	\$0
Stroller Fit	8	\$412	n/a	\$0
Running Club	n/a	\$0	5	\$108
Core Ability Strength	n/a	\$0	31	\$773
Total Body Construction-DI	9	\$1320	28	\$364
Drop In Revenue	n/a	\$0	49	\$1640
Restructure Your Structure	8	\$160	n/a	\$0
Personal Training (clients)	29	\$9090	10	\$3770
TOTAL	173	\$29,334	267	\$22,433

FAC Specialty Fitness Programs Attendance								
	Group Exercise		Personal Training		Fee For Service		Fit Cycle	
	FY09	FY10	FY09	FY10	FY09	FY10	FY09	FY10
Oct-09	2,499	3,107	25	29	158	162	563	575
Nov-09	1,920	2,630	23	19	128	132	448	590
Dec-09	1,728	2,046	17	20	63	106	575	637
Jan-10	3,317	5,084	42	32	129	142	704	858
Feb-10	3,214	4,804	27	21	117	105	740	770
Mar-10	3,364	5,319	29	10	169	87	717	776
Apr-10	4,290	5,078	36	10	113	257	765	906
Year Total	20,332	28,068	199	141	877	991	4,512	5,112